

# THE WHITTIER PICTORIAL

15c

November 9, 1950



**Herb Wennerberg**

A PERSONAL HISTORY  
IN WORDS AND PICTURES

—Page 3



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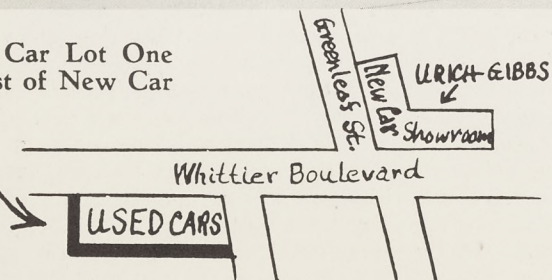
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# The WHITTIER PICTORIAL

Whittier's Own Local Picture Magazine

Published every other Thursday at Whittier, California

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NOVEMBER 9, 1950



HAS THIS HAPPENED TO YOU?

My hostess served delicious meat  
Then railed about the awful price,  
Until I wished I'd stayed at home  
And sat me down to a bowl of rice.

—ELEANOR TOMPKINS





Herb Wennerberg likes to relax at home with songfest joined by daughters Marjory and Carmen, and Mrs. Wennerberg.

# Herb Wennerberg

## High School District Superintendent Holds Big Job For Young Man, Is Modern Administrator Who Believes In Getting Close To The People

By Kay Lowery  
PICTORIAL STAFF WRITER

Hog blood was running in the drains because people couldn't afford to buy pork, banks were opening shakily after the "holiday," soup kitchens steamed in the cold of the early morning. It was 1933. Herb Wennerberg stood modestly, anxiously, fingering a worn ten-dollar bill—his last—in the office of the registrar at Redlands University.

"We'd like to help you, all right. If you'd just give us whatever you can—" "That's it. That's all the money I have."

Things were tough for the sons of interior decorators that year. Dens and drapes and matched-pattern upholstery had gone out of vogue—food and fuel and clothes came first when they came at all.

"I guess we can work it out," the registrar finally agreed, and the decorator's son was in college, on his way to becoming superintendent of Whittier Union High School.

### His Bailiwick Expanding

Now, at 36, Wennerberg, who has been mistaken for Douglas Fairbanks—when he was younger—and more recently resembles a thin man's facsimile of Politico Harold Stassen, is one of the youngest superintendents in the state. He heads up a bulging school plant of 2500 students and 137 faculty members in a district that soon will add its second high school, already under construction, a third for which the ground has been purchased, and three to five more in the foreseeable future.

Taking time out for a hitch in the navy, Wennerberg has risen to his present position in a relatively few years from the meager beginnings of a principal in a two-teacher school on the desert. (Mrs. Wennerberg was the other teacher.)

He is a man of distinct self-confidence and extreme vitality who believes in himself and is not backward about taking stands on issues. He likes to get close to the people and stay there, constantly feeling the public pulse, watching for

symptoms and prescribing antihistaminically before the onset of the real malady.

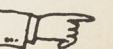
At school he maintains an "open door" policy which reflects his own philosophy, "I try to see everyone who wants to see me. I figure if a man comes to my office on business it's important or else he wouldn't be there." This same "Wennerberg-is-in-ness" permeates the atmosphere at every level from the individual students who come to him on lesser problems to the top level of the hierarchy—the board itself.

But, for the teachers who returned to Whittier High School in September of 1949 the casualness was disturbing. A reaction set in and still manifests itself within a part of the faculty. It didn't make sense to some that a superintendent had time for chatting in the teacher's room, gleaned attitudes, opinions and individual response. Classroom instructors, their own schedules crowded at both ends, wondered about a boss who had time to set up regular meetings with student editors or catch them on the run between classes.

The "ohs" and "ahs" are still spilling out of the mouths of many of the old guard who had seen the inner sanctum so seldom before 1949 that they couldn't have said whether there were pictures on the walls, carpets on the floors. And even now the transition has been so acute that many of the teachers are still reluctant to "drop by the office anytime and talk it over."

### Herb Cornered

Several weeks ago Wennerberg instigated the mimeographing of the 7TH PERIOD—a bi-monthly faculty sheet through which he chews the fat with the teachers from an obviously informal "Herb's Corner." He'd found it easier, simpler and more direct to speak to the faculty members in the four of every five mornings he visits the teachers' mail room near his office.





# Herb Wennerberg

Those who would curtail such informality in high places point at that sort of inefficiency as the result of spending too much time seeing everybody. Others are excited and stimulated by the personal contact; they feel they get at issues while they're hot, make their criticisms where they feel they'll get response and know where they stand from week to week.

And what about Wennerberg? He insists it's the best way to get things done. He feels that that same personal touch was the one that miraculously enabled him to send 40 youngsters from a wide spot on one side of the road near Needles to Los Angeles for a week-end of field-tripping which had seemed utterly impossible to a whole community. The same one that led him to fight real estate interests in an over-crowded school situation at Big Bear Lake. The same one that set him down gently in the No. 1 post of Whittier's high school's big, modern plant.

## Active In Student Government

If there's a typical American middle class, Wennerberg is right smack in the middle of it. He was born into it in Pasadena; he was raised in it alongside the son of Cal-Techian Dr. Robert Millikan; and he drives a 1941 Chevy through it today. His early family background was saturated with straight-laced Christian morality and a high code of ethical behavior. He was instinctively curious and this exploratory nature led him to the organization of student government for his own junior high school when he was in the seventh grade. In Y.M.C.A. and church activities he followed these interests into student organization throughout high school.

Then the financial drought of '33 starved him out of Pasadena Junior College and bent his long, thin frame over a shovel, building a road. A few weeks of that was enough to give him a real appreciation for the nine-yard Mack truck job to which he was finally promoted. And when September rolled around again he was still eating; he had ten dollars cash and a scholarship to Redlands University.

By that time Wennerberg had already been Chairman of the Southern California Junior College Y.M.C.A. and had organized two annual conferences. He had been vice-president of the junior college class and had taken an active part in the Epworth League of the Methodist Church.

In 1934 Wennerberg took his first teaching assignment, instructing American-born Mexican boys in printing at the Spanish-American Institute in Gardena. There he found a situation which in reality "kept most of the boys on stapling machines and other stereotyped jobs where they learned little or nothing." He insisted on giving the students a training program in printing which would enable them to take up positions later on. It was his first experience in making teaching practical and resulted in drawing him closer to a life-time career in education.

In 1935 Wennerberg married Carmel Leach after a strange courtship. One of Wennerberg's teachers thought that Herb would make a fine minister and

## ... at work



... conferring with publicist Hank Litten

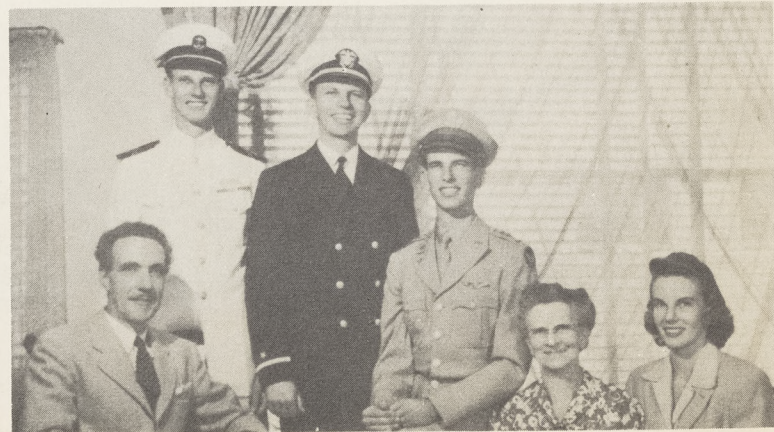
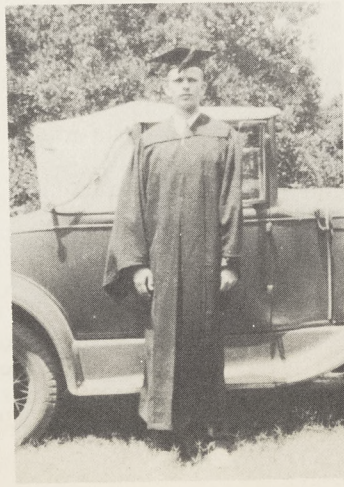
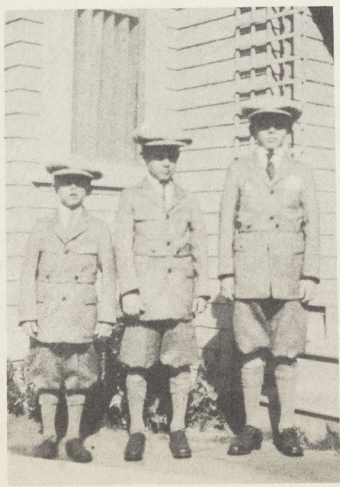
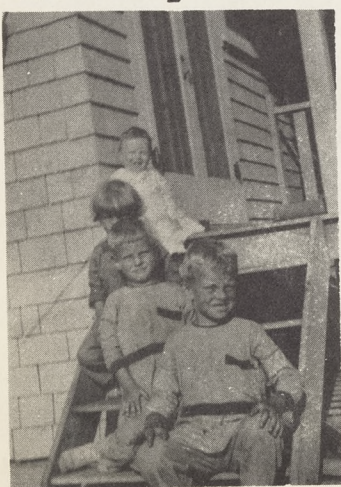


... getting teacher's viewpoint

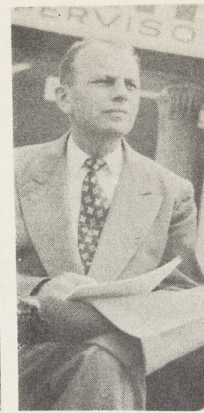
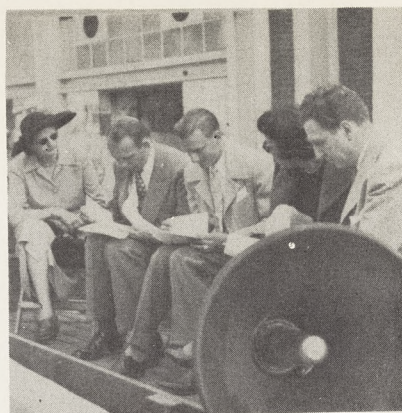


... with secretary Dorothy Kessler

## ... his youth



... Pasadena: 7 years old (bottom) ... 10 years old (right) ... college graduate ... family (left to right) includes father Carl, brother Ernest, Herb, brother John, mother Hannah, sister Eleanor.



Judging college homecoming parade's floats, Herb is alternately intent, curious, hilarious. Other judges are Mrs. Wennerberg, Mr. and Mrs. Louis Roshans and president of Occidental student body.

had encouraged him to go to Boston Seminary. When he seemed to be making no headway he suggested that Carmel spend some time with him; perhaps she would be the necessary encouragement. But the whole plan backfired when the two decided they would much prefer to get married.

In 1937, after two additional years at Redlands during which Carmel won the coveted P.H.T. degree (for *Putting Hubby Through*), Wennerberg took up his first major teacher-administrator position in the little desert town of Essex. Teaching, coaching, principaling, bus-driving his way through the gauntlet of problems that beset any principal or superintendent, he learned the whole host of activities of a school plant.

He says ruefully that he was closer to the people then than he has ever been since. He was closer to the actual problem situations than most administrators ever get. And, he was as close to the teacher-point-of-view as his wife who was the only other teacher in the school—"not the least bit reluctant to tell me of her own little problems."

There, he revamped the bus route, saved the school time and mileage. He arranged a 200-mile field trip for 40 students that took desert hermits into the city life of Los Angeles for the first time, hoteling, touring, sight-seeing. But that was not easy. It is typical of the Wennerberg ideal, "Things *can* be done, even when most of the people think they can't." When he first suggested the trip, the townspeople smiled knowingly. "Sure," they said, "You go right ahead. Of course, it'll take a little money." Wennerberg smiled too, then headed for a cattle rancher who had seemed interested in the school program.

"What would you say to giving us a steer for a barbeque?" he asked, uncertainly.

"Well, I reckon that'd be all right. Only you'd have to butcher it yourself." Wennerberg, who'd cut up frogs in the biology laboratory, saw no obstacle,



shot the steer between the eyes, hung it up, slit its throat and prepared to butcher. Then the townspeople stopped smiling and stepped in. The steer was butchered, barbecued and sold back to the local citizens at a rousing carnival. The result was \$600 and a miraculous field trip for 40 students who had hardly been away from the desert. Essex still barbecues steers, still sends students field-tripping to Los Angeles.

#### People Were Consulted

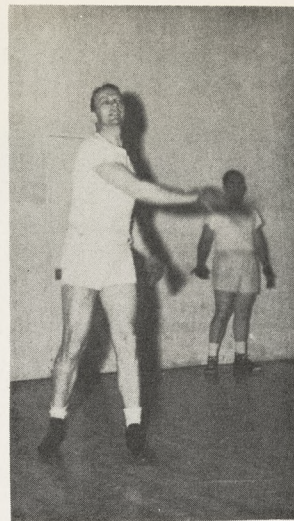
It was at Essex that Wennerberg first experienced the results of working closely and directly with the people. He talked to them daily, felt them out on different issues and asked their opinions about problems that came up in the school. He came in for some criticism which he feels he would never have got in a larger school because "any mistakes I made were very obvious; the people were not reluctant to bring them up."

When he left Essex two years later, he was prepared for the real problem that was to arise at Big Bear Lake. He dropped into a crowded school condition for which there appeared no hope at all. But he'd built a school at Essex so that another building program seemed quite in order to him and imperative to the community. What he hadn't planned for was a real estate bloc fighting any further school expenditures until a sewer bond issue had been passed. That meant the postponement of the school for several years. Yet, when Wennerberg looked into the sewer proposal he discovered that it wasn't legally set up and had no chance of getting aid. But when he mentioned that the real estate interests began to get concerned. He was gently, but certainly, urged to drop the school building program. Wennerberg objected, but got nowhere. The school bond issue was postponed; the sewer bond was approved. As he had forecast, the sewer proposal proved to be illegal and was not carried out. Before he left the community, Wennerberg got the plans for the new school under way. And he left Big Bear with the real respect of the people but regretting that he had not gone directly to them in the beginning. Since then he has maintained the superintendent's right to do just that.

#### Back to North Ranchito

In 1941 Wennerberg returned to this area to become principal of the North Ranchito School. Again he found a crowded school situation with an eighth grade class of 55 students. But it was in 1942 the wonder of Wennerberg began. Though he had had some considerable experience in teaching and administration, he was still, in years at least, relatively inexperienced. That year he was given the job of rearing Whittier's undernourished Adult Education baby. He turned a scanty course offering into a twenty-four hour a day war production training unit almost overnight. But that was a short-lived advancement.

The war was a year and a half old when Wennerberg volunteered for the



... introducing John Morley . . handball at Y . . master of ceremonies

navy and in three years he sailed the globe twice. He liked the navy—the excitement was keen. He was hit by shrapnel in the Mediterranean, bombed in the Thames estuary, and rode in the largest convoy to cross the Atlantic. When he returned to civilian life in 1946, he had become so attached to the lure of the navy that he took a reserve commission in electronics.

But three years away from education had left a void that Wennerberg decided to fill by further schooling at Redlands. Then, after one year, the old job at Whittier was waiting. He returned with new ideas. He set up an Adult Forum that boasted of \$100 speakers worth the community's time. He raised the total school attendance to better than 2500 and brought many new courses into the program offering.

Finally in 1949 the wonder-break came. Mrs. Marian Hodge, superintendent since 1941, wanted to step down from the increasing administrative responsibilities of running the school. When the Whittier board began looking around, they saw Herb Wennerberg and kept on seeing him. They saw the job he'd done with the Adult Education program. They were satisfied with his record at Essex, Big Bear Lake and North Ranchito. And they saw, too, a local man who was well-liked, who smiled a lot, who seemed to get along with everyone doing big jobs. And Wennerberg stepped into the biggest job of his life, Superintendent of Whittier Union High School District.

(Continued on Page 23)

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## Children Show 350



Sorenson sixth graders accompany selves while teacher Marion Wilson, herself a concert violinist, guides them.

Music is even more ancient than shepherds' flutes and tribal drums and yet each individual must learn for himself the wonder of it, and as he matures, his appreciation of tone, composition and harmony also develops. Within the past two decades, the public schools have devoted more time and much imagination to guiding and encouraging the musical development of children. They are doing this in a way which seems revolutionary to one who recalls the old-style, piano thumping forced-joy "music hours" of 30 years ago or more.

Friday, November 3, the Whittier and other nearby elementary schools for the first time in their history were closed for a day for the sole purpose of "Making the Most of Musical Experiences." About 350 teachers from nearly a dozen institutions visited 14 accomplished demonstrations. For the previous two and a half weeks, certain classes had been practicing diligently: the kindergarten at Mill, kindergarten and second grades at William Penn; first grades at W. Whittier and Lincoln; Orange Grove's second, third, fourth and sixth grades. Each of these classes put on its own, imaginative musical performance so that teachers of comparable classes in other schools might see what could be done with their own groups. Students themselves, no matter how young, heavily influenced the program with their own musical emotions.

Mrs. Patricia Schliestett, musical consultant for the Whittier elementary schools, supervised the programs which were put on here. Born at Philadelphia, she is 25 and a pianist in her own right. She earned a master's degree in music at Occidental and teaches at Pasadena city college and works with two church choirs in her spare time.

Teachers met for a general session at 9 a. m. at Jonathan Bailey school where they heard a talk by Dr. Alex Zimmerman, of the San Diego schools. Then they went to observe the various demonstrations, had lunch, and met again in the afternoon for discussion and study periods. The event was sponsored by the Los Angeles county schools office.



A queen holds court as part of playlet children enact while listening to Praedulum Jarnefelt. Her elfs, the sun (to right of queen), a storm (next to right), butterflies and trees surround her.



# Teachers How to Appreciate Music



Flowers and trees awaken at dawn as music begins. These children are third graders at Lydia Jackson and teacher is Marie Ann Balcar.



Thunderstorm swirls down, darkening sky with purple cape. Trees and flowers cower.



Butterfly (Robin Avena) comes out and dances around flowers (Nancy Knock, Shirley Combs) as storm passes.



Indians in improvised dance of worship to music of Boating, by Theodor Kullak. Medicine man in center is key figure as dance ends.



W. Whittier first graders give rhythm band demonstration as teacher Mrs. Eloise Jones accompanies them on piano. Teachers show great patience, but say task is rewarding one.



Lincoln school first graders show rhythm mastery to mothers in pre-performance rehearsal. Mrs. Antoinette McChristy is teacher.





W. Whittier first graders wind up Eency Weency Spider after completing "Timothy Turtle," a song they composed after someone brought a turtle to class. Mrs. Natalie Perkins is teacher.



Kindergarten teacher and principle at William Penn, Mrs. Sarah Bellah, plays piano for youngsters who romp through "Kitty Chase Your Tail."



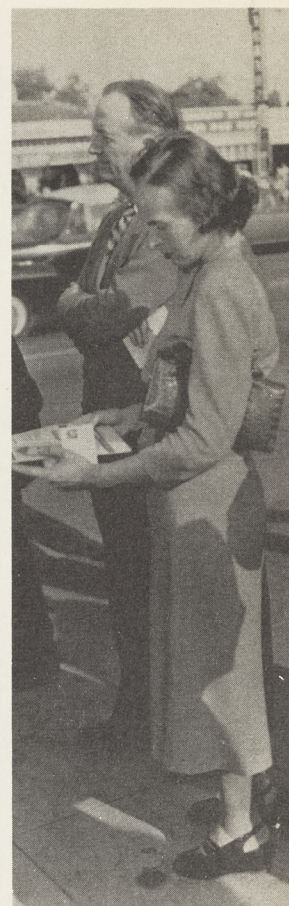
Then the children swing into "High Stepping Horses."



Second grade teacher at Penn, Marion Woods, leads her pupils through "The Yellow Bus," with gestures.



Roosevelt, with Mrs. Roosevelt behind him, speaks extemporaneously to a crowd which included Mr. and Mrs. Morris F. Richardson, right. Whittier's Republican mayor stressed that neither he nor Mrs. Richardson "looked especially happy" in what might be called the enemy camp.



## Roosevelt, Demos, In Campaign Visit Here

One of the fascinating things about the magazine publishing business is that it is so easy to fall on your face with a prediction proven wrong by the time your product hits the street. Jimmy Roosevelt, at this writing, is Democratic candidate for governor; when the issue comes out, the election results will be known. A man named Truman proved how dangerous it can be to make copper-riveted pre-election predictions based on straw polls, but it is safe to say that Jimmy Roosevelt, at the time of his visit to Whittier, was running well behind Republican candidate Warren in most polls.

About 400 people gathered at the corner of Palm and Whittier to hear Roosevelt expound his basic ideas during a short talk. He followed that with a question-and-answer period, replying at length to all manner of queries. Also speaking through a public address system from the rear platform of the trailer-truck were candidates Steve Zetterberg, for Congress, Evelyn Johnson, for Assembly, and U. S. Sen. Dennis Chavez, of New Mexico, who came along merely to put in a good word for his fellow Democrats.



Steve Zetterberg, candidate for Congress, speaks while Evelyn Johnson, candidate for state Assembly, awaits her turn.



# Kitchin'ning

with MAYBELLE and MARTITA



SALAD ROSEMARY

When a girl goes to college all day and then spends half the night at modeling school, she doesn't stand much of a chance to pick up anything good to eat in between the two. Unless, that is, she rustles up a Salad Rosemary to tide her over. Appropriately, the dish is the idea of Rosemary Nagy, going on 18, a June Whittier high school graduate who now attends Pasadena Junior College and the Patricia Stevens modeling school in Hollywood. She goes to modeling school, we learned, because she wants to design clothes and, we guessed, wants to learn how to wear them first.

This salad has one important redeeming feature—for our male readers, at least: if you don't like the salad, you're sure to like Rosemary. She and the salad may sometimes be found at 11153 See Dr.

You need 1/2 head of lettuce; 1 box frozen mixed vegetables; 1/2 cucumber, cubed; 1/2 chopped medium-size onion; 2 slices salami, cubed; 2 tablespoons mayonnaise. Cook the vegetables and let chill in refrigerator. Slice lettuce, add cucumbers, onions, salami and vegetables. Mix in mayonnaise, adding salt and pepper as desired. The salad serves four.

★ ★ ★

For the benefit of our constant readers, some of whom may have tried their hand at a haggis since last issue, we pass on the correction given us by our Scottish cooking authority, Mrs. William Spence, 133 E. Philadelphia. We had told haggis cooks to *tie* the sheep's stomach shut. "My goodness," Mrs. Spence said, "you musn't do that! Get a needle and thread and *sew* it shut. That is the only way!" We would also like to add that once the stomach is buttoned, so to speak, the haggis must be boiled 5 or 6 hours. That part was omitted in the recipe as it appeared in THE PICTORIAL for October 26 and we shudder to think how many local would-be Scotsmen have tied the stomach shut and have waited ever since for something to happen.

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This is how old auditorium looked last year when it underwent major face-lifting. From this emerged library shown on opposite page.

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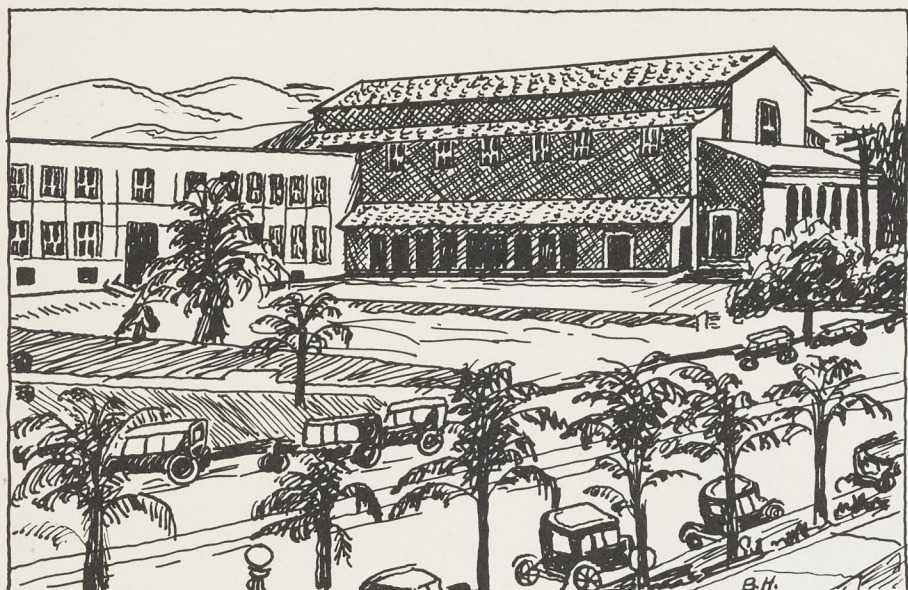
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# New Library Emerges From Old Auditorium



The inauguration of Whittier Union High School's brand-new library was an event of considerable significance to men and women here who were attending school in 1924. At that time, the building's predecessor, an 1875-seat auditorium, had just been completed. The structure was praised by contemporary chroniclers as "plain but pleasing . . . there is nothing ornate about it that might go out of style in a few years . . . the interior is impressive though simple . . . the iron balcony overhead recalls Spanish maidens and guitars . . . a view of the stage may be had from any seat in the house."

But the earthquake in 1933 caused the building to be condemned and it stood idle until last year when it was completely reconstructed to become the handsome library of today. The sketch by Blanche Hutcheson (above) shows the auditorium as it looked in 1924; the new library is below.



## When You Turn the Page---

Though it appears to many that home-building accounts for all the construction in the Whittier area, there is plenty of building activity of other kinds. Artist Blanche Hutcheson visited five of the most interesting construction scenes in Whittier last week and what she saw is shown on pages 12 and 13.

The Ekco plant, on Whittier Blvd. next to the Modine Manufacturing Co. will produce bakery equipment. Located on Beverly Blvd. just west of the big bend, the Greenleaf Masonic Lodge sprang out of an orange grove almost overnight due to prefabricated wall construction. The handsome new Church of Christ is getting finishing touches on S. Painter Ave., a block from the boulevard. Just around the corner, on the boulevard itself, is the cavernous supermarket being erected by the Market Basket concern. Tucked behind the upper part of Whittier College's campus is the athletic stadium for which Poets have been waiting so long. It is diagonally across the street from Penn Park.



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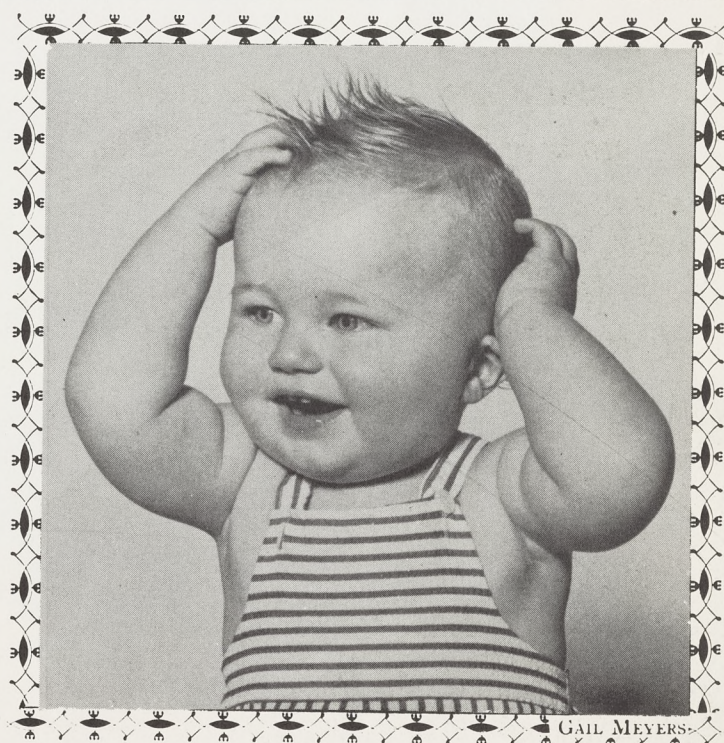
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at

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**FOOD TO TAKE HOME**

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## Local Men Produce



Tele-Que gathering consists of (left to right) Matt Lanza, Rip Ridgeway, Joe Coffin, Roger Cooper, Audine Coffin, Hank Clay, Bob Seelye.

Whittier, as far as the outside world is concerned, is famed as an old Quaker settlement, an oil and citrus town and perhaps as the focal point for the post-war building frenzy. Less generally known is the fact that it is already recognized as the birthplace of the West's leading television survey.

For it was here, 18 months ago, that four young men and a girl—all Whittierites and Whittier College graduates—launched an ambitious inquiry into the habits of a new and fickle species of the human race: the television set viewer. Today, as producers of the Tele-Que Audience Analysis, they have progressed to the point where a leading television industry magazine termed their work, "... the only authentic survey comprehensive enough to furnish material for a fairly complete analysis of the Southern California video audience."

In 18 months the Tele-Que report has amassed more advertising agency clients than all the competing rating services together. And its customers include four TV stations, three belonging to major networks.

Tele-Que's spectacular rise, like other modern-day success stories, is attributable to no formula more secret than that of hard work plus vision. The young people that started it plunged into a highly competitive field. There were plenty of established rating services in the Los Angeles area. However, many of them were not entirely successful in giving stations and agencies the kind of information they vitally need to enable them to tailor programs to audience tastes.

Most followed a practice standardized in the radio audience survey field: the number of sets tuned in was reported and a given program's rating based on this figure. Tele-Que's approach involved a significant difference. It measured the audience in terms of how many people were actually viewing. This meant, in effect, that the human audience, not the sets, were the units measured.

Primarily responsible for Tele-Que's birth was Joseph Herschel Coffin Jr., the 31-year-old son of Dr. J. Herschel Coffin, head of the psychology department at Whittier College. Joe and his wife, Audine, became interested in television's effects on the home in mid-1948 when they learned of a study along those lines made by students at Hofstra College under the guidance of Joe's brother Tom, also a psychology professor.

They got excited enough about the strange relationship of man and television for Joe to quit his high school teaching job in Montebello and, with Audine, from Television Research Associates. The idea was to inquire into people's viewing habits, so they mailed questionnaires to every TV-owning Whittierite. In March, 1949, they hired interviewers to talk personally with the city's 407 set-owners. Results of the survey was "TV Town," a study of local viewing patterns that was sold to KFI-TV and caused considerable interest among radio and television trade papers.

Two Whittier College students who had helped with TV Town joined forces with the Coffins. They were Ernest H. (Hank) Clay, son of a Methodist missionary, who had spent 17 of his 22 years in China; and Roger Cooper, 21-year-old son of Mr. and Mrs. Harold Cooper, of Whittier. Later they were accompanied by Robert Seelye, who had been working at the Whittier Post Office.

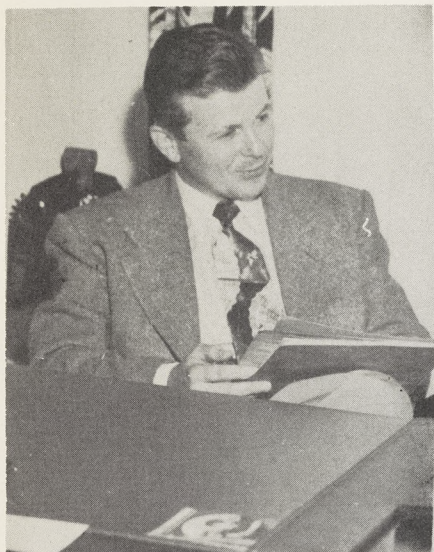
These were the original five who, incorporated as Coffin, Cooper & Clay, Inc., began putting out monthly reports on the acceptance among viewers of different programs and stations.

The first report was the hardest: they leased a battery of tabulating machines, set them up in a bedroom in Roger's home and had a crew of six collegians working slide rules for the necessary statistical formulas. The whole staff stayed up for three days and two nights to finish the job.

There was plenty of response from TV stations to warrant continuing the reports, but not much money in the CC&C bank account. "The thing that kept us going was the knowledge that we were on the right track," Roger says today. Equally important was the proceeds of selling stock to Whittier businessmen, college people and personal friends. Also, Roger and Hank borrowed on their cars, and the Coffins scraped the bottom of an already well-scraped barrel. Together, they raised enough money to stay in business.



# Best L.A. TV Survey



Joe Coffin heads CC&C.



Hank Clay tabulating.

Seven clients bought the first report at the beginning of this year. By mid-summer, there were 60 agency clients, and the TV stations. Today, the firm is preparing to open a branch office in San Francisco to survey the rich Bay viewing area.

Meanwhile, the estimated 679,800 sets in the Los Angeles area (Los Angeles and Orange Counties) provide plenty of statistical meat for CC&C's machines, and subsequent interpretation for clients. The figures are used to turn out monthly Tele-Que reports that give program ratings and special made-to-order surveys as requested by clients.

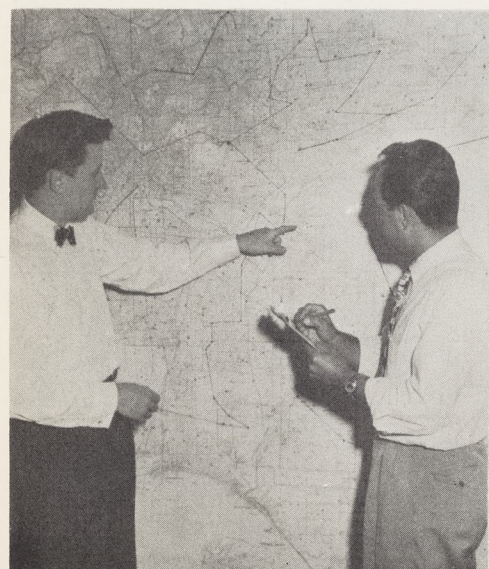
The Tele-Que report is based on scientifically unsystematic procedures. A huge map of Los Angeles is marked off into 4.4 acre squares. Crews of interviewers descend on perhaps 200 of these, picked at random each month, and find out all there is to know about each family's viewing habits. About 500 families are thus surveyed. The interviewers leave viewing diaries with the set-owner and 65% of them have cooperated. They do not use telephone queries. From 10 to 30 interviews each month are done in the Whittier area.

The firm now has its office in Monterey Park, corner of Garfield and Atlantic, and two more Whittierites have joined the staff. They are Rupert and Barbara Ridgeway, son and daughter of Mr. and Mrs. R. R. Ridgeway, of 11150 Keith Dr.

Tele-Que has caused Joe Coffin to gain considerable stature in the tumultuous TV industry (sets in the Los Angeles area are increasing at the rate of 47,000 monthly). He holds two important posts in the Television Academy of Arts and Sciences and serves on the TV Committee of the Los Angeles Chamber of Commerce.

He serves as president and general manager of CC&C. Audine is secretary and sales manager, Hank is director of statistics, Roger is public relations and promotion director and Bob Seelye is field manager.

The youthful corporate partners occasionally sigh nostalgically for the days of reasonable hours and guaranteed paychecks. But nostalgia is abruptly swept away by enthusiasm when they realize that while a little more than a year ago they were unknown whippersnappers from Whittier, today Los Angeles television programs are bought and sold on the basis of Tele-Que ratings.



Seelye, Lanza study Los Angeles viewing area map to plan new series of interviews.



Ridgeway interviews Mrs. Robert Cutting, 829 N. Hoover, on her family's televieing habits.

## this is the coat



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the fabric:  
Warren  
of  
Stafford

famed for lending  
itself to any  
season, any  
occasion

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BROCKETT**

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- 337-ft. bus. frontage on Wh. Blvd., ideal for drive-in or future investment; 8 acres to rear just sold for county park. This val. frontage only—220-ft. depth.....\$45,000
- 3 bdrm. stucco, N. of Bev., E. of Magnolia.....\$11,550
- Transferred: 3 bdrm. & den, high NW. loc. ....\$19,500
- 2 bdrm., NW. near Broadway, total.....\$ 7,500
- 5 rm. 1939 stucco, fireplace, insul., 75 x 250.....\$10,000
- 3 bdrm. stucco, sundeck over g'ge, covered patio.....\$13,500
- Home & bus. bldg., 50-ft. bus. frontage, Greenleaf.....\$15,250

**Ray W. Davenport**

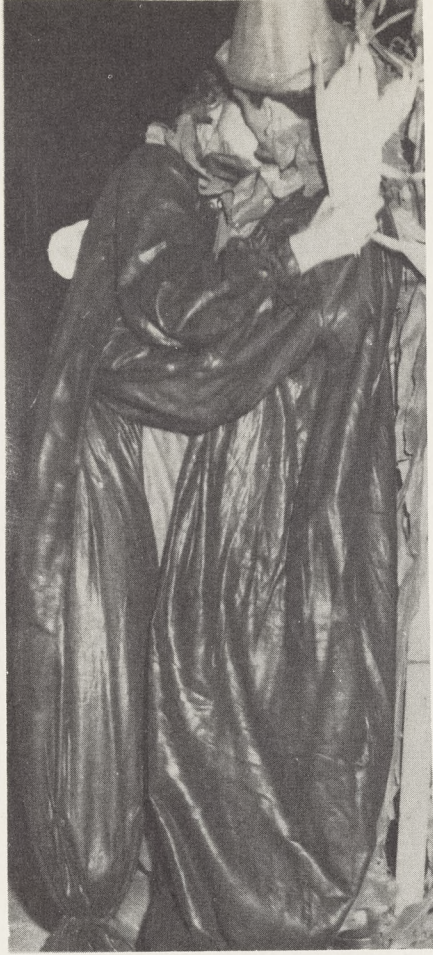
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Member Whittier Multiple Listing Service

Clyde Morris, Res. 414-921  
OXford 44-107 or 44-057

Dick Bailey, Res. 452-244  
2421 W. Whittier Blvd.



# Whittierites Celebrate Hallowe'en



Thirty-eight attended BAF high school sorority party at Lee Wood's home on Shade Lane, Rivera. Pat Hoyle and Bud Sly, left, nibble on apple. At right Shirley Snow rewards Russ Padia for something.



Here 560 (be first to prove us wrong and we'll give you a free subscription

children



Tuesday parade, sponsored by Optimists, was led by miniature skeleton and witch. Several bands, many schools participated.



Pair of redskins help emigrants keep up with parade.



Tired youngsters curb themselves as parade goes on. Some adults, too, rest.





children from Sorenson school gather in costume for Hallowe'en rehearsal. Principal, Mrs. Alta Gregory, is source for figure.



Young marksman zeros in at Lincoln school carnival Friday before Hallowe'en.



Steven and Bobby Lodge and friends lurk at the doorway of their home, 611 E. Camilla, awaiting guests for Hallowe'en party.



**Hand Made!**  
by  
**Emily**

Authentic calico print square dance dress with 96 yards of trim.

Priced at \$89.50  
Other hand-made dresses  
from \$25

Come in and see other styles in skirts, blouses and dresses — designed especially for square dancing.



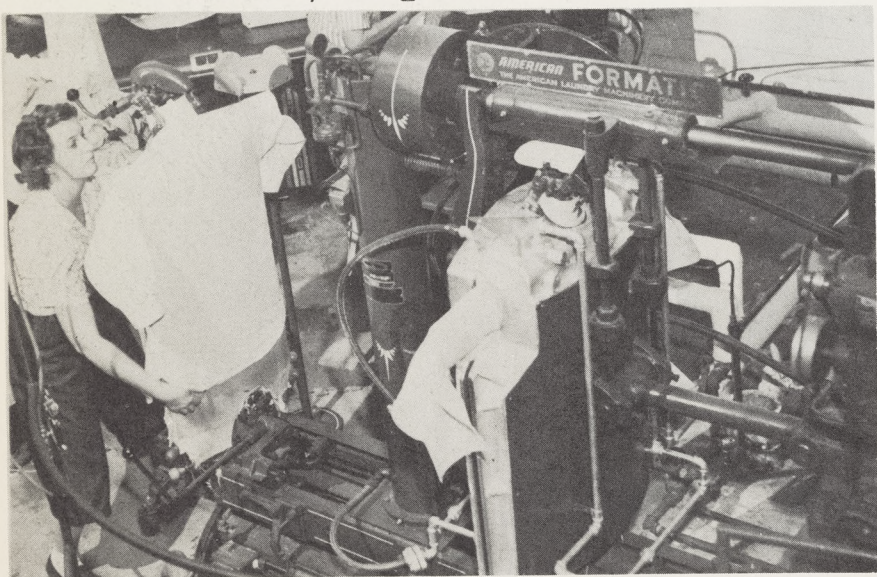
MRS. ORIN NOWLIN

**Justine's**

172 S. GREENLEAF AVE.

**Squeeze Play!**

(but oh, so gentle)



Yes, gently—and friction-free, too—is the way we do your shirts with our new \$9,000 Formatic shirt unit. This most modern of automatic pressers does the back, bosom and yoke of the shirt at the same time. Yet, there's no rubbing, ironing motion—it's all squeeze!  
*Because the best is what your clothes deserve—and get—at . . .*

**Whittier Laundry**  
FASHION CLEANERS

218-220 South Greenleaf

Phones 43-530, 42-048

**Parade, Musical, Grid W**



ANDY CUMMINGS

**Homecoming Queen Bette Barmore is crowned at football game by Ben Tregoe, Pres. of Associated Students.**

Whittier college homecoming filled up a weekend for undergrads and alumni this year and ended perfectly when the Poets trounced Occidental Tigers 15 to 0.

Almost half a thousand former students returned to take part in a full weekend program which included a special musical show, written and produced at the college, a parade through downtown Whittier, a dance and a banquet.

Like most homecomings, this was one of boisterous greetings, nostalgic memories and renewals of acquaintance. But it was unlike all others in Whittier college history in at least one respect.

For it marked the start of the institution's second "half century of service." Theme of the event was announced as "A Half Century of Service," but it was less a recollection of the period ending this year than a pledge of intentions for the 50 years to come.

Most of the floats in the lengthy parade Saturday emphasized the service theme. One of them, however, featured a primitive type of structure at which simple helpfulness seemed to be emphasized and some floats, as the popular Percy Poet, reflected Whittier traditions.



**Well attended homecoming dance was held at Whittier Woman's club rooms.**



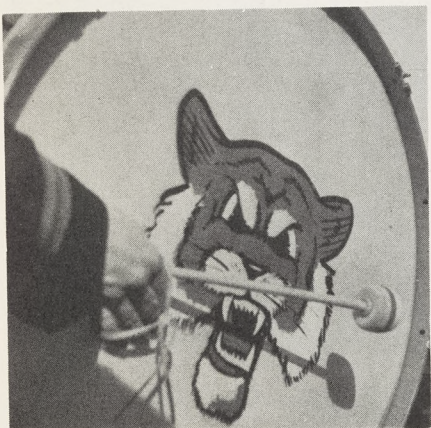
# Win Top Homecoming



Girls



Huddle



Tiger Drum



Tableau



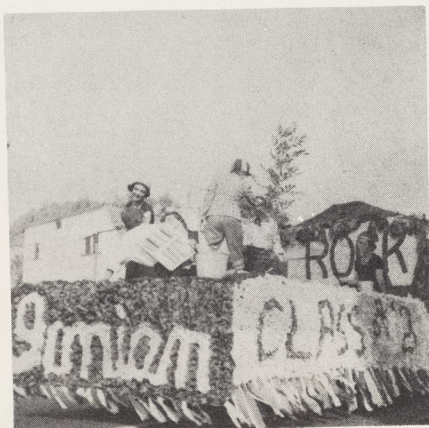
Monster



Percy Poet



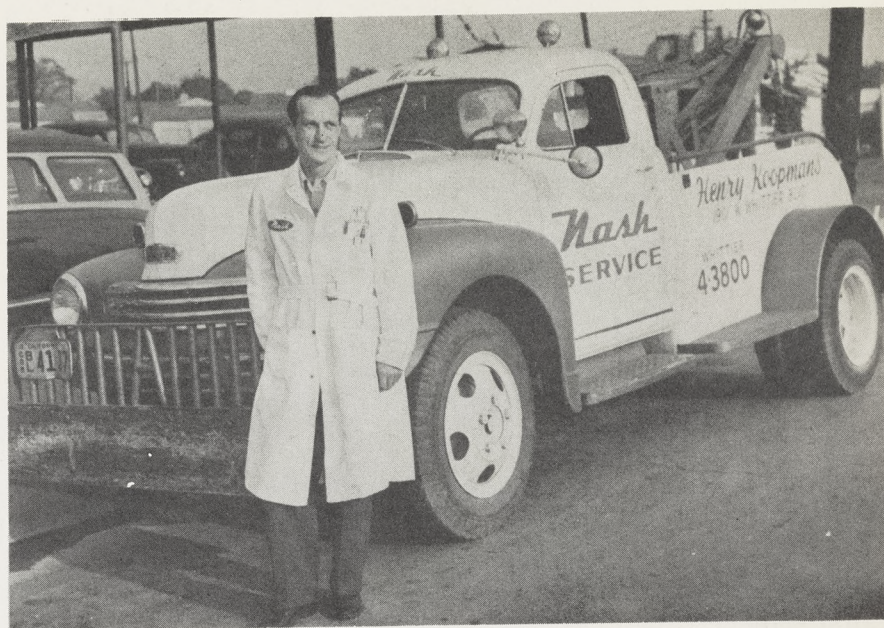
More Girls



Float

Meet the 1951 Nash Airflytes and the men who sell and service them

## LET LEFTY DO IT!



Yes, let Lefty Storz, Nash service manager, shoulder your car worries. As head of a crew of 16 automotive specialists, he's the man to take over when your car needs expert diagnosis and treatment. With 20 years of mechanical experience behind him, Lefty knows cars—new and used. That's why he's so enthusiastic over the new 1951 Nash Airflytes—which, he says, "have the kind of economy engineering that means low maintenance and repair bills for every Nash owner."

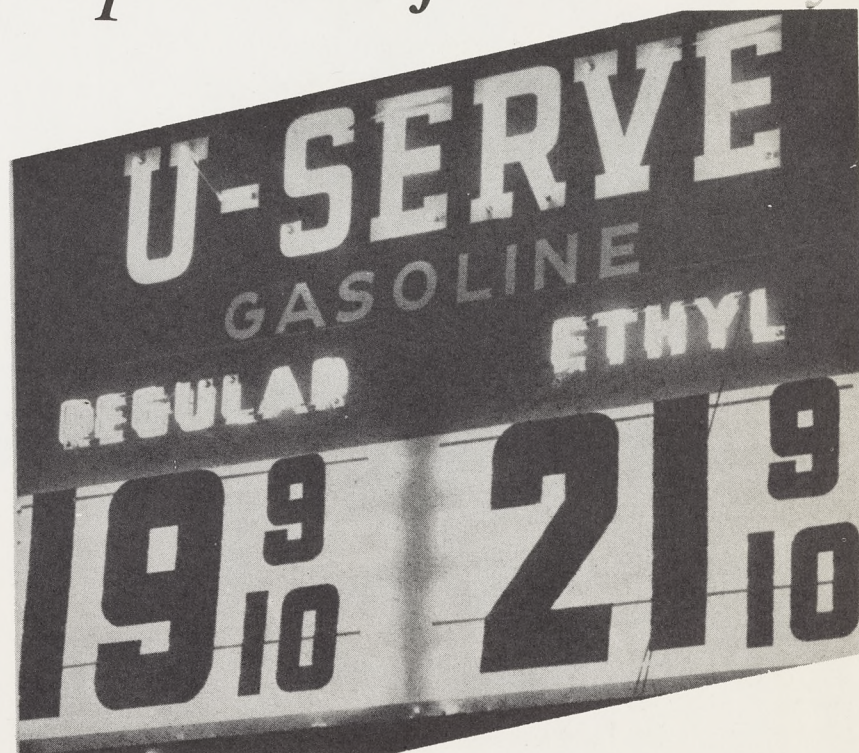
*Henry Koopmans*

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OXford 4-3800

*Help Yourself to Economy!*



★ Convenient

★ Open 24 hours

★ Economical

★ Ladies: we serve you!

*Cosby's*

**U-SERVE & SAVE**

On the Boulevard Just One Block  
from East Whittier School





The Carl Clanton house, with attached garage, is practically indistinguishable from the outside from other houses along Carley Ave.



## Fireside Fanback Chairs

... in quilted chocolate faille print form a rich setting arranged with this coffee table by Stickley.

Both are available by special order at The Colonial Shop. Stop in and see us regardless of your furniture needs.

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1416 West Whittier Boulevard

(Whittier Theater Building)

Phone  
OX 4-3584



# home + hearth



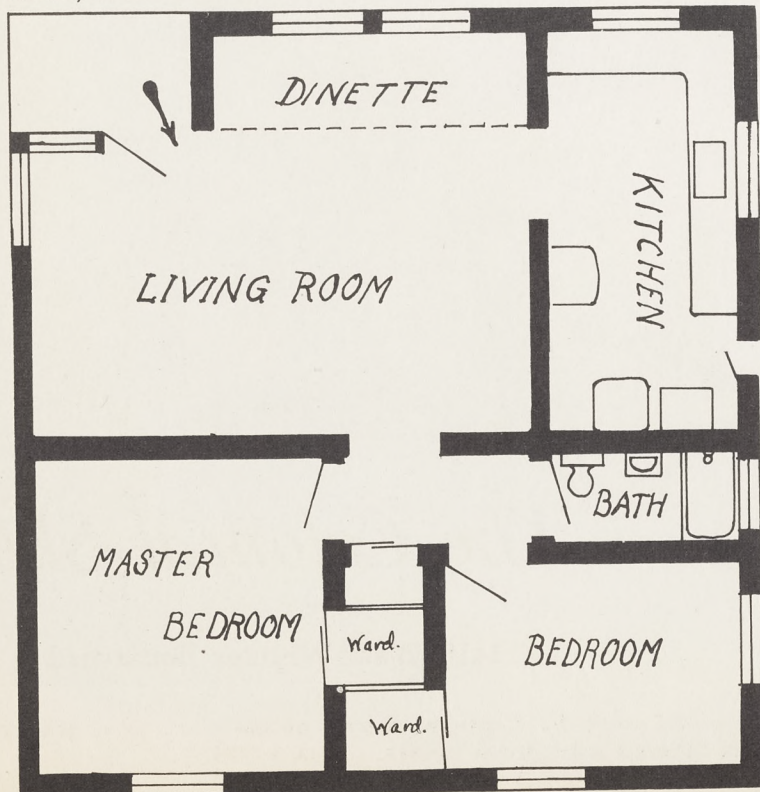
Hundred-year-old mirror over television set helps lighten this comfortable, sunny corner.

When THE PICTORIAL approached Mrs. Carl Clanton with a request to "do" her house at 721 Carley, she figuratively threw her hands into the air and exclaimed, "But whatever do you want to photograph *this* house for? It's only a 'tract house'!" which explains exactly why we thought many readers would be interested in it. Mrs. Clanton's job of decorating the interior of her home illustrates vividly what good taste and imagination can do with a structure which in bare outline may lack something of originality.

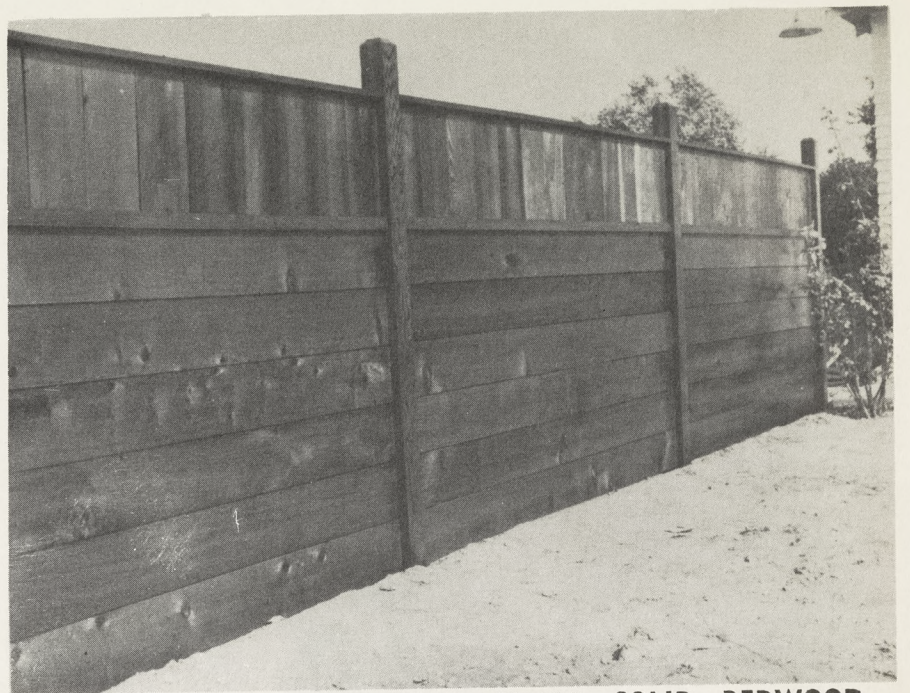
The Clantons moved into their house September 8, 1949. They had just been married and it was to be their first home. In fact, many of the furnishings, and even the wall-papering in the dining room-living room were wedding presents.

Modern colonialism is the motif and Mrs. Clanton's interesting collection of antique Bavarian china and other objects fits in well with that style. The living room-dining room is done in forest green, "just plain" red, to quote Mrs. Clanton, and gold which is prominent in the rug. The kitchen is blue, yellow, red and white with the accent on blue. The master bedroom is in orchid. "Most people don't like that," said Mrs. Clanton. "But I do." The other bedroom is in process of being done over. Much of the furniture is maple and there are lots of ruffles and feminine touches around the place.

The house is in what was called the Whittier Park Estates, and it cost \$9,400. It is cream stucco with green shutters and sits on a 50 by 140 foot lot. A year ago the Clantons planted mixed dicandra and clover and now claim, with reason, to have one of the finest lawns in the neighborhood.



## Long Lasting Natural Wood FENCES



NO. 2 BARR INTERLOCKING FENCE—SOLID REDWOOD, erected and owned by MR. E. W. BRUCE, 7423 S. Norwalk, who says: "I bought this fence because I liked the redwood pattern. It looked like an easy fence to put up, and it proved to be so. It is well machined, the parts fit perfectly, it goes together easily and I could do all the work myself. I am well satisfied with the fence."

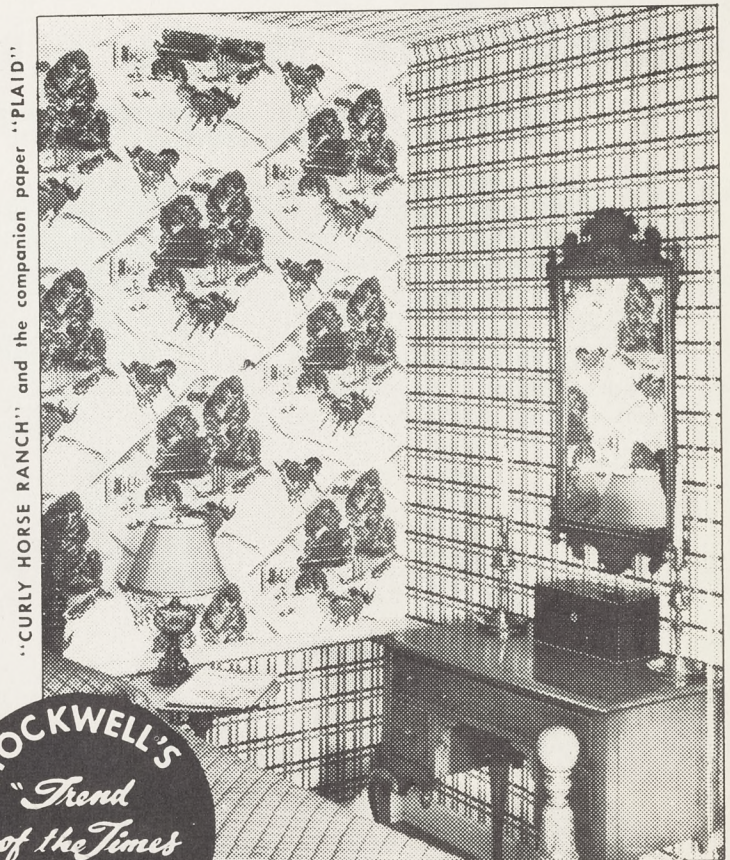
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— LUMBER COMPANY —



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to Fit...**

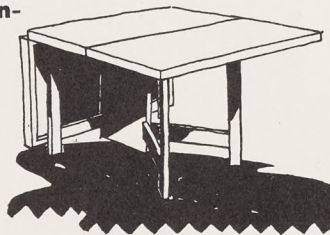
## THERE IS A Shadow Line M O D E R N

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Finest cabinet work throughout . . . selected hard woods, satin smooth, hand-rubbed finish . . . Silvertone Oak or Sable Walnut.

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DROP  
LEAF  
TABLE  
40" x 66"  
OPEN

**FOUR STAR  
FURNITURE**

415 West Philadelphia



Mrs. Clanton's antique china occupies prominent place on west wall of living room.



Puff quilt, made by Kentucky friend of the Clanton's, graces bed. Chair is covered with green chintz.



## Herb Wennerberg (Continued from page 5)



Wennerberg sits in on meeting of representative board of Associated Student Body. It includes delegates from all clubs, organizations, classes on campus.

Now in his second year there, Wennerberg points rather proudly at a well-publicized \$2,500,000 bond issue that passed with the greatest pro-vote ever recorded in the state—14 to one in favor.

Today, with the increased building program moving toward a high school district three to five times the size of the present one, Wennerberg races an 18 hour a day schedule that begins before six, includes weekly gym activities before seven, informal discussions with faculty members before eight and a regular administrative day at his office. He sandwiches a dozen other activities, conferences, lectures and meetings into the daylight-to-dark schedule that last week included a talk before the Women's University Club, judging of Whittier College's Homecoming parade, introduction of forum speaker John Morley and a host of other less spectacular outings from the office, besides reading his daughter for a tonsilectomy on the home front. He is well-known as a lecturer and often speaks to local clubs and gatherings. He is a Lion and a director of the Chamber of Commerce. He is president of the Y.M.C.A. board, trustee of Redlands University and belongs to both the American Legion and V.F.W. He frequently teaches in Sunday School and is the Lay Leader of the Methodist Church.

Wennerberg tries to keep Friday evenings open for his family, but often even these are eliminated by pressing last minute business. His home life centers about his wife and two daughters, Carmen, 10 and Marjorie, 7. An "at-home" with the Wennerbergs in College Hills often includes popping corn around the fireplace from a view room that overlooks the city.

He doesn't anticipate any spectacular activities in the immediate future, but already he is laying the groundwork, feeling out the district attitude, and questioning authorities on the unification of all the Whittier area school districts under one superintendent, which he predicts will be inevitable once the state legislature incorporates the idea in its aid to schools. This is the typical Wennerberg tradition of working months ahead of the problem to get at the facts, attitudes and complications that always arise. It has already stimulated criticism from some outlying superintendents who apparently feel that his interest is entirely personal.

The unification issue may well be the crucial test to date of Wennerberg's "close-to-the-people" administrative technique. But, if his present success is any indication of what the future holds, this sort of modern administrator is here to stay.



Like most busy men, Herb doesn't do enough of this.



## B. F. Goodrich TUBELESS TIRE



MR. EDWARD B. ESTERLEY, 1141 East Rd., La Habra Heights, says, "My car gives tires the roughest treatment they can take because it's stop-and-go driving all day long. As a salesman for the Sunshine Biscuit Co., I make 30 calls a day, and with my Goodrich tubeless tires I can feel secure that no blow-out or flat will keep me from getting my work done."

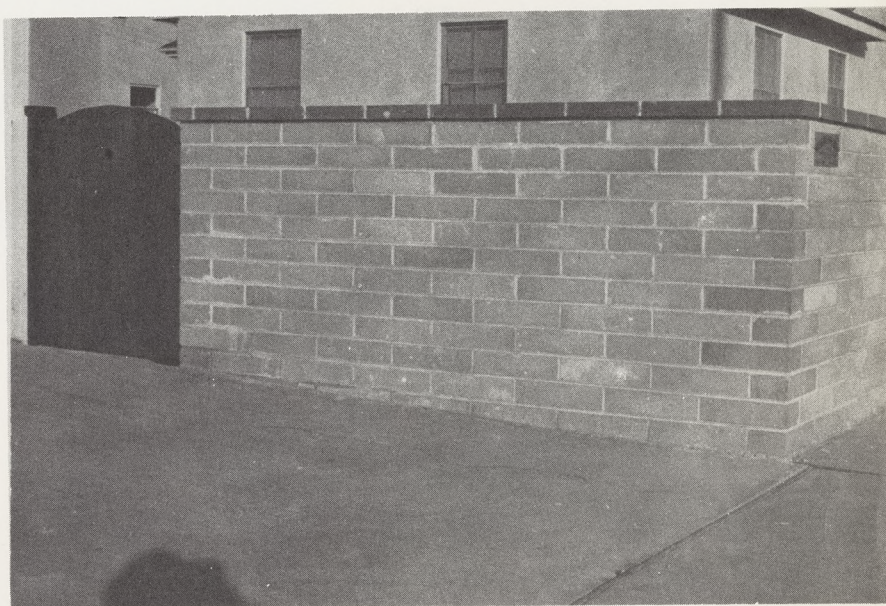
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Free estimates on complete installations, or materials. Our experienced representatives can help you with your fencing problems.

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9502 E. Whittier Blvd.

Pico, Calif.

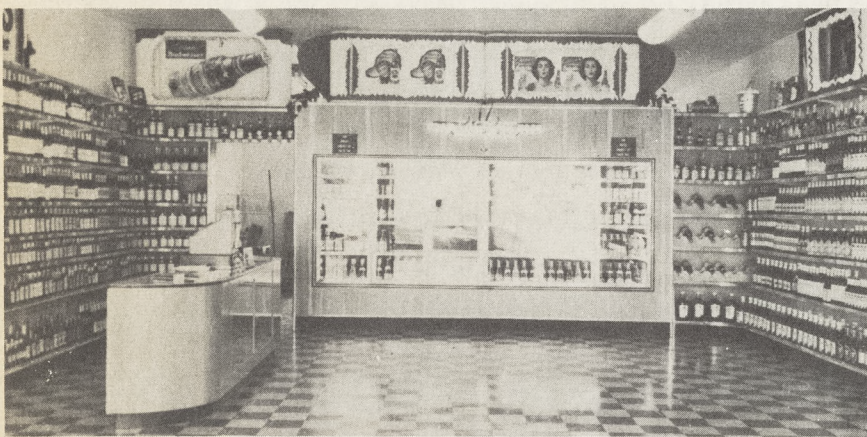


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## GRAND OPENING NOV. 10th & 11th



We carry a complete line of quality beverages. Drop in and sample our friendly, courteous service!

### RAY STRODEL

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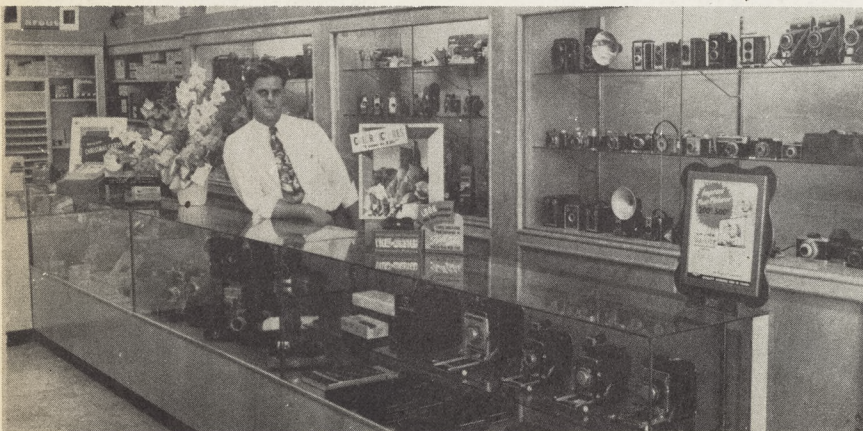


Let's get acquainted! See our wide selection of Sportswear, Hosiery, Dresses and Maternity wear. We specialize in custom tailored slacks.

### IRENE'S DRESS SHOP

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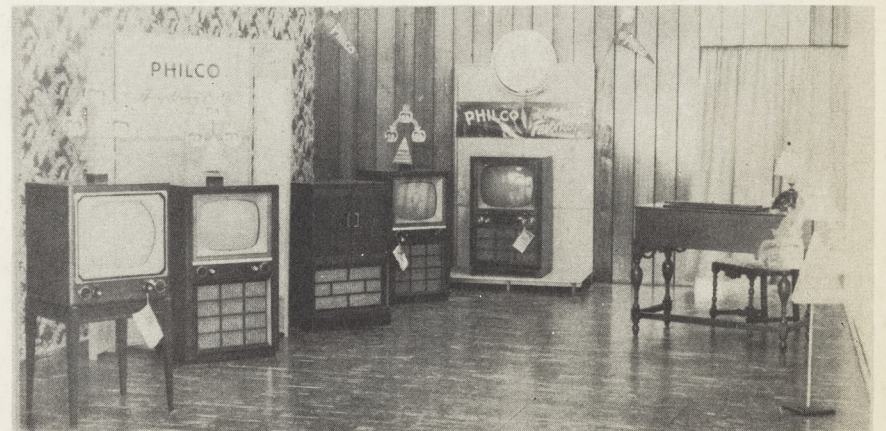
Oxford 46-5224



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